

KODA  
30s (2)

# 1118742541

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KTRH-AM, KPRC-AM and KODA-FM      Houston, TX	<b>Date:</b> 10/18/16
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I, Mike Sullivan,

being/on behalf of: myself,

a legally qualified candidate of the Republican

political party for the office of: Harris County Tax Assessor-Collector

in the General

election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	See Attached				

**Attach proposed schedule with charges (if available):** See Attached

I represent that the payment for the above described broadcast time has been furnished by: Mike Sullivan Campaign Credit Card

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is: Mike Sullivan

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

10/18/16

**Date**

Mike Sullivan

**Signature**

***To Be Signed By Station Representative***

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Bob Windham

**Signature**

Bob Windham

**Printed Name**

Director of Political Sales

**Title**

# PROPOSAL



Prepared for:

## Mike Sullivan Campaign Advertising

Date: 10/11/2016 01:00

Advertiser: Mike Sullivan For Harris Count

Spots: 117

Total Cost: **\$20,280.00**

Rates guaranteed until 10/18/2016

### Summary

**Advertiser** Mike Sullivan For Harris Count

**Title** Mike Sullivan Campaign

**Billing Options** Calendar

**Market - Survey(s)** Houston-Galveston - Sep '16

**Demographics** Persons 18+

### Spot Schedule

#### News Radio 740AM

1 Week: 10/17

Daypart/Program	Len	Spots	Rate	Cost	Freq	% Mkt	Net Reach
Wed-Fri 6am-10am	30	6	\$210.00	\$1,260.00	1.6	1.6	78,100
Wed-Fri 10am-3pm	30	6	\$215.00	\$1,290.00	1.8	2.1	101,500
<b>Weekly Total</b>		<b>12</b>		<b>\$2,550.00</b>	<b>2.1</b>	<b>3.0</b>	<b>150,000</b>
<b>Flight Total</b>		<b>12</b>		<b>\$2,550.00</b>	<b>2.1</b>	<b>3.0</b>	<b>150,000</b>

1 Week: 10/24

Daypart/Program	Len	Spots	Rate	Cost	Freq	% Mkt	Net Reach
Mon-Fri 6am-10am	30	9	\$210.00	\$1,890.00	1.9	2.0	96,600
Mon-Fri 10am-3pm	30	9	\$215.00	\$1,935.00	2.0	2.8	136,100
<b>Weekly Total</b>		<b>18</b>		<b>\$3,825.00</b>	<b>2.4</b>	<b>3.8</b>	<b>188,200</b>
<b>Flight Total</b>		<b>18</b>		<b>\$3,825.00</b>	<b>2.4</b>	<b>3.8</b>	<b>188,200</b>

1 Week: 10/31

Daypart/Program	Len	Spots	Rate	Cost	Freq	% Mkt	Net Reach
Mon-Fri 6am-10am	30	9	\$210.00	\$1,890.00	1.9	2.0	96,600
Mon-Fri 10am-3pm	30	9	\$215.00	\$1,935.00	2.0	2.8	136,100
<b>Weekly Total</b>		<b>18</b>		<b>\$3,825.00</b>	<b>2.4</b>	<b>3.8</b>	<b>188,200</b>
<b>Flight Total</b>		<b>18</b>		<b>\$3,825.00</b>	<b>2.4</b>	<b>3.8</b>	<b>188,200</b>

1 Week: 11/7

Daypart/Program	Len	Spots	Rate	Cost	Freq	% Mkt	Net Reach
Mon 10am-3pm	30	4	\$215.00	\$860.00	1.7	1.3	63,400
Mon-Tue 6am-10am	30	7	\$210.00	\$1,470.00	1.9	1.3	66,400
<b>Weekly Total</b>		<b>11</b>		<b>\$2,330.00</b>	<b>2.2</b>	<b>2.2</b>	<b>108,000</b>
<b>Flight Total</b>		<b>11</b>		<b>\$2,330.00</b>	<b>2.2</b>	<b>2.2</b>	<b>108,000</b>

## Sunny 99.1 FM

1 Week: 10/24

Daypart/Program	Len	Spots	Rate	Cost	Freq	% Mkt	Net Reach
Mon-Fri 10am-3pm	30	5	\$325.00	\$1,625.00	1.2	3.8	185,700
Mon-Fri 3pm-7pm	30	3	\$325.00	\$975.00	1.1	2.2	109,700
<b>Weekly Total</b>		<b>8</b>		<b>\$2,600.00</b>	<b>1.2</b>	<b>5.7</b>	<b>280,700</b>
<b>Flight Total</b>		<b>8</b>		<b>\$2,600.00</b>	<b>1.2</b>	<b>5.7</b>	<b>280,700</b>

1 Week: 10/31

Daypart/Program	Len	Spots	Rate	Cost	Freq	% Mkt	Net Reach
Mon-Fri 10am-3pm	30	5	\$325.00	\$1,625.00	1.2	3.8	185,700
Mon-Fri 3pm-7pm	30	5	\$325.00	\$1,625.00	1.2	3.4	167,200
<b>Weekly Total</b>		<b>10</b>		<b>\$3,250.00</b>	<b>1.3</b>	<b>6.7</b>	<b>330,600</b>
<b>Flight Total</b>		<b>10</b>		<b>\$3,250.00</b>	<b>1.3</b>	<b>6.7</b>	<b>330,600</b>

1 Week: 11/7

Daypart/Program	Len	Spots	Rate	Cost	Freq	% Mkt	Net Reach
Mon 10am-3pm	30	3	\$325.00	\$975.00	1.3	1.5	73,800
<b>Weekly Total</b>		<b>3</b>		<b>\$975.00</b>	<b>1.3</b>	<b>1.5</b>	<b>73,800</b>
<b>Flight Total</b>		<b>3</b>		<b>\$975.00</b>	<b>1.3</b>	<b>1.5</b>	<b>73,800</b>

## Talk Radio 950AM

1 Week: 10/17

Daypart/Program	Len	Spots	Rate	Cost	Freq	% Mkt	Net Reach
Wed-Fri 3pm-7pm	30	12	\$25.00	\$300.00	2.1	0.3	12,900
<b>Weekly Total</b>		<b>12</b>		<b>\$300.00</b>	<b>2.0</b>	<b>0.3</b>	<b>12,900</b>
<b>Flight Total</b>		<b>12</b>		<b>\$300.00</b>	<b>2.0</b>	<b>0.3</b>	<b>12,900</b>

1 Week: 10/24

Daypart/Program	Len	Spots	Rate	Cost	Freq	% Mkt	Net Reach
Mon-Fri 3pm-7pm	30	10	\$25.00	\$250.00	1.7	0.2	11,200
<b>Weekly Total</b>		<b>10</b>		<b>\$250.00</b>	<b>1.7</b>	<b>0.2</b>	<b>11,200</b>
<b>Flight Total</b>		<b>10</b>		<b>\$250.00</b>	<b>1.7</b>	<b>0.2</b>	<b>11,200</b>

1 Week: 10/31

Daypart/Program	Len	Spots	Rate	Cost	Freq	% Mkt	Net Reach
Mon-Fri 3pm-7pm	30	11	\$25.00	\$275.00	1.8	0.2	11,800
<b>Weekly Total</b>		<b>11</b>		<b>\$275.00</b>	<b>1.8</b>	<b>0.2</b>	<b>11,800</b>
<b>Flight Total</b>		<b>11</b>		<b>\$275.00</b>	<b>1.8</b>	<b>0.2</b>	<b>11,800</b>

1 Week: 11/7

Daypart/Program	Len	Spots	Rate	Cost	Freq	% Mkt	Net Reach
Mon 3pm-7pm	30	4	\$25.00	\$100.00	1.6	0.1	3,800
<b>Weekly Total</b>		<b>4</b>		<b>\$100.00</b>	<b>1.6</b>	<b>0.1</b>	<b>3,800</b>
<b>Flight Total</b>		<b>4</b>		<b>\$100.00</b>	<b>1.6</b>	<b>0.1</b>	<b>3,800</b>

## Proposal Totals

	Spots	Cost	Freq	% Mkt	Net Reach
News Radio 740AM	59	\$12,530.00	5.7	5.2	254,300
Sunny 99.1 FM	21	\$6,825.00	1.6	10.9	536,500
Talk Radio 950AM	37	\$925.00	3.9	0.4	18,700
<b>Total</b>	<b>117</b>	<b>\$20,280.00</b>	<b>2.5</b>	<b>19.3</b>	<b>949,300</b>

# Mike Sullivan For Harris County Tax Assessor-Collector Propocal (2)

10/27/2016

## Add to Schedule - 30's (10/31-11/8)

Station	Days	Dates	Show	Daypart	:30 Spot Rate	# Spots Per Wk	Total \$	Current Schedule #	New Total # Spots
KTRH-AM	M-F	10/31-11/4	Matt Patrick/Michael Berry	6am-10am	\$210	2	\$420	10	12
KTRH-AM	M-F	10/31-11/4	MBerry/Rush/Sean Hannity	10am-3pm	\$215	2	\$430	10	12
KODA-FM	M-F	10/31-11/4	Amanda Flores	10am-3pm	\$325	2	\$650	5	7
KODA-FM	M-F	10/31-11/4	Rick Lovett	3pm-7pm	\$325	3	\$975	5	8
KPRC-AM	M-F	10/31-11/4	Matt Patrick/Joe Pags	3pm-7pm	\$25	5	\$125	10	15
KTRH-AM	M-Tu	11/7-11/8	Matt Patrick/Michael Berry	6am-10am	\$210	1	\$210	8	9
KTRH-AM	Mon	7-Nov	MBerry/Rush/Sean Hannity	10am-3pm	\$215	0	\$0	5	5
KODA-FM	Mon	7-Nov	Amanda Flores	10am-3pm	\$325	1	\$325	3	4
KPRC-AM	Mon	7-Nov	Matt Patrick/Joe Pags	3p-7p	\$25	1	\$25	4	5
								60	77

30's Gross \$3,160

30's Net \$2,686.00

## Add to Schedule - 15's (10/31-11/8)

Station	Days	Dates	Show	Daypart	:15 Spot Rate	# Spots Per Wk	Total \$	Current Schedule #	New Total # Spots
KTRH-AM	M-F	10/31-11/4	Matt Patrick/Michael Berry	6am-10am	\$115	7	\$805	3	10
KODA-FM	M-F	10/31-11/4	Amanda Flores	10am-3pm	\$160	2	\$320	8	10
KODA-FM	M-F	10/31-11/4	Rick Lovett	3pm-7pm	\$170	2	\$340	8	10
KPRC-AM	M-F	10/31-11/4	Matt Patrick/Joe Pags	3pm-7pm	\$10	5	\$50	10	15
KTRH-AM	M-Tu	11/7-11/8	Matt Patrick/Michael Berry	6am-10am	\$115	6	\$690	4	10
KODA-FM	Mon	7-Nov	Amanda Flores	10am-3pm	\$170	3	\$510	5	8
KPRC-AM	Mon	7-Nov	Matt Patrick/Joe Pags	3p-7p	\$10	3	\$30	8	11
								46	74

15's Gross \$2,745

15's Net \$2,333.25

Total Gross	\$5,905
Total Net	\$5,019.25

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Printed: 10/31/2016 12:26:05

Order No.:	1118742541
Contract/Code #:	
Co-op:	No
Package:	No
CPE:	
Revision #:	3
Agency Comm.:	15%

WINDHAM, ROD

## Local Agency-Political



# iHeart MEDIA

## Order Confirmation

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Printed: 10/31/2016 12:26:05  
Order No: 1118742541

Market Station	Bind To	Start Date	End Date	No On Air Sch W. W. Days	Skip W.	M	T	W	T	F	S	S	Spots/ W. Copy Group	Spot Len.	Priority Revenue Type	Rate	Ord. Spots	Ord. Cost
9 Houston	06:00-10:00	10/31/16	11/04/16	1	5	0	x	x	x	x	x		9 1204935 BBMIKESULLIVANTAXCOLLECT OR/30	30	75	210.00	9	1,890.00
KTRH-AM 10 Houston	Commercial 10:00-15:00	10/31/16	11/04/16	1	5	0	x	x	x	x	x		9 1204935 BBMIKESULLIVANTAXCOLLECT OR/30	30	75	215.00	9	1,935.00
KTRH-AM 11 Houston	Commercial 10:00-15:00	10/31/16	11/04/16	1	5	0	x	x	x	x	x		5 1204935 BBMIKESULLIVANTAXCOLLECT OR/30	30	75	325.00	5	1,625.00
KODA-FM 12 Houston	Commercial 15:00-19:00	10/31/16	11/04/16	1	5	0	x	x	x	x	x		5 1204935 BBMIKESULLIVANTAXCOLLECT OR/30	30	75	325.00	5	1,625.00
KODA-FM 13 Houston	Commercial 15:00-19:00	10/31/16	11/04/16	1	5	0	x	x	x	x	x		11 1204935 BBMIKESULLIVANTAXCOLLECT OR/30	30	75	25.00	11	275.00
KPRC-AM 14 Houston	Commercial 06:00-10:00	11/07/16	11/08/16	1	1	0	x	x					7 1204935 BBMIKESULLIVANTAXCOLLECT OR/30	30	75	210.00	7	1,470.00
KTRH-AM 15 Houston	Commercial 10:00-15:00	11/07/16	11/07/16	1	1	0	x						4 1204935 BBMIKESULLIVANTAXCOLLECT OR/30	30	75	215.00	4	860.00
KTRH-AM 16 Houston	Commercial 10:00-15:00	11/07/16	11/07/16	1	1	0	x						3 1204935 BBMIKESULLIVANTAXCOLLECT OR/30	30	75	325.00	3	975.00
KODA-FM 17 Houston	Commercial 15:00-19:00	11/07/16	11/07/16	1	1	0	x						4 1204935 BBMIKESULLIVANTAXCOLLECT OR/30	30	75	25.00	4	100.00
KPRC-AM 18 Houston	Commercial 06:00-10:00	11/07/16	11/04/16	1	1	0	x	x	x	x			2 1204935 BBMIKESULLIVANTAXCOLLECT OR/30	30	75	210.00	2	420.00
KTRH-AM 19 Houston	Commercial 10:00-15:00	11/07/16	11/04/16	1	1	0	x	x	x	x			2 1204935 BBMIKESULLIVANTAXCOLLECT OR/30	30	75	215.00	2	430.00
KTRH-AM 20 Houston	Commercial 10:00-15:00	11/07/16	11/04/16	1	1	0	x	x	x	x			2 1204935 BBMIKESULLIVANTAXCOLLECT OR/30	30	75	325.00	2	650.00
KODA-FM	Commercial														Local Agency-Political			



# iHeartMEDIA

## Order Confirmation

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Printed: 10/31/2016 12:26:05  
Order No: 1118742541

Market Station	Bind To	Start Date	End Date	No On Air Sch W. W. Days	Skip W.	M	T	W	T	F	S	S	Spots/ Copy Group	Spot Len.	Priority Revenue Type	Rate	Ord. Spots	Ord. Cost
21 Houston	15:00-19:00	11/01/16	11/04/16	1 1 1	0			X	X	X	X		3 1204935 BB/MIKESULLIVANTAXCOLLECT OR/30	30	75	325.00	3	975.00
KODA-FM 22 Houston	Commercial 15:00-19:00	11/01/16	11/04/16	1 1 1	0			X	X	X	X		5 1204935 BB/MIKESULLIVANTAXCOLLECT OR/30	30	75	25.00	5	125.00
KPRC-AM 23 Houston	Commercial 06:00-10:00	11/07/16	11/08/16	1 1 1	0	X	X						1 1204935 BB/MIKESULLIVANTAXCOLLECT OR/30	30	75	210.00	1	210.00
KTRH-AM 24 Houston	Commercial 10:00-15:00	11/07/16	11/07/16	1 1 1	0	X							1 1204935 BB/MIKESULLIVANTAXCOLLECT OR/30	30	75	325.00	1	325.00
KODA-FM 25 Houston	Commercial 15:00-19:00	11/07/16	11/07/16	1 1 1	0	X							1 1204935 BB/MIKESULLIVANTAXCOLLECT OR/30	30	75	25.00	1	25.00
KPRC-AM	Commercial														Local Agency-Political			

No. of Spots/Misc/Digital: 134/0/0

Ordered Gross: \$23,440.00  
 Agency Commission: \$3,516.00  
 Ordered Net: \$19,924.00  
 Total Net Due: \$19,924.00

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Amount Ord:	69	65	0	0	0	0	0	0	0	0	0	0	0
Gross:	11,100.00	12,340.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net:	9,435.00	10,489.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

When signed below, this is a contract for advertising on the radio stations named above, made with the owner of those stations, subject to those terms and conditions beginning on the last page of this Order Confirmation. Except when this contract is executed by advertiser itself, it is agreed that advertiser's agency makes this contract both for itself and advertiser.

Accepted for Company: \_\_\_\_\_

Accepted for Advertiser: \_\_\_\_\_

Participating Customers



Mike Sullivan For Harris Count

**iHeart** MEDIA

100%

Order Confirmation

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Order No: 1118742541